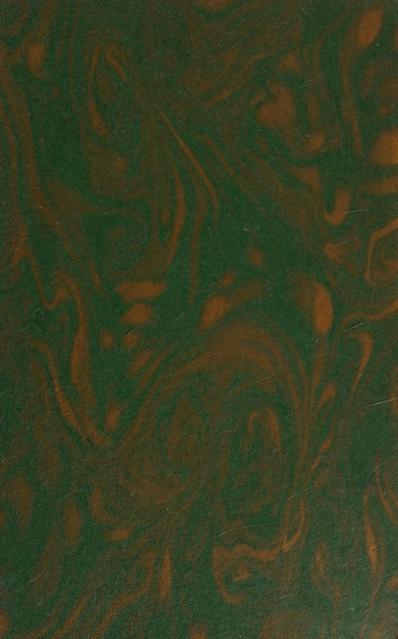
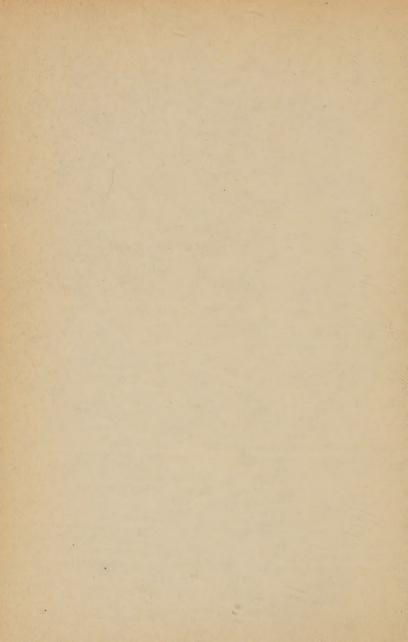
SIUDIO HANDBOOK











L H Sindberg

STUDIO



LETTER & DESIGN

HAND LETTERED FROM
COVER TO COVER AND
BUILT ON EXPERIENCE TO
FILL ALL NEEDS IN THE FIELD
OF COMMERCIAL ART
FOR ADVERTISING ~
CONTAINS OVER 225
PAGES OF LETTERING
DESIGN, LAYOUTS,
COMPOSITION
ALPHA BETS
OF MODERN
USAGE

SAMUEL WELO

CHICAGO

FREDERICK J. DRAKE & CO.

Publishers



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PRINTED IN THE UNITED STATES OF AMERICA



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FOREWORD

lessings on the heads of the Phoenecians or whoever gave us our alphabet. Greater praise be to those who have not only made it useful but also ornamental. Hand lettering and design will always remain an art; so this book picks up the refrain and carries it

design will always remain an art; so this book picks up the refrain and carries it on. To professionals and amateurs, here is music for many abattle ~ ~ ~

Franklin Brucker

03/40



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Artists " " " Advertisers

Ability

he ability to draw beautifully is an accomplishment IN~ITSELF~~

The ability to draw plain, simple letters is an accomplishment also, ~ ~ But of little use without the skill to compose them effectively."

lettering

Is more than a mere side line of drawing, it is an art worthy of specialization a side line is a once in awhile but lettering is now in steady -demand"

The Massing
of Letters

Improvised Letter formation for bodu copy paragraph or page arrangement Use full round ovals condense the vertical elements ~ ~ and a slightly broken alignment adds to the unique appearance of the entire production ®

Good Choice of LETTERING

To a design which requires lettering.

Hand Lettering adds a grace and beauty that is as attractive as the design itself. ~ ~

Carefully ~ choose a letter to conform with the design ~ ~ ~ ~ ~ ~

It's the truth!

It is more difficult to design a good page of lettering than to fill the same page with a good picture * * * * *

This makes the designers problem still more difficult although not hopeless * *

Settering.

Men that are not familiar with a certain style will not use it, hence the lack of variety

Express your thoughts and ideas in letters through wider channels and obtain variety

Every Individual

letter must have care in the making for it has as much to do with the looks of a finished word as features have to a face.

And more care should be taken in spacing of words

Hand-craft Lettering



does not depend on mechanical perfection as its basic principle

Criticism consisting of individual letter analysis according to type or the standard alphabets ~ ~ would obliterate HandLetter craft as an applied art.

It would have no individuality and it's real value would be lost both from an artistic and commercial viewpoint ~ ~ ~ ~

However this does not mean that basic principle should be entirely sacrificed ~



| •11• | LETTERING | 111. |
|------|--|------|
| | Jitle page is an undertaking only for the most skilled. The letter should be easy to read ~ The design should have balance to please the eye ~ | |
| | 1110 | |
| | | |
| | 10 | Ŋ |

Modern Lettering, enlarged upon and ~ perfected through the usages of "Art" and Literature, is based on the theories of Form and Design envolved by Ancient Romansin their monumental Inscriptions. yet! The Form which they attained,is unequaled to date ~~~~

~BeOriginal~

Alphabets are original only so faras individual treatment and technic~alters the appearance without change of basic ~ ~ ~~ principle ~ *

If everything you lettered would show. 'individual technique; Your work wouldthenbe original and would be more in demand. Individuality predominates

THE IMPORTANCE OF THE UNEQUAL SPACING OF CAP-ITALS OF IRREGULAR SHAPE IS OFTEN UNDER-RATED · FAULT IS SOME-TIMES FOUND WITH CAPITALS AWKWARDLY FITTED WHEN THE COM-POSITOR IS AT FAULT ** HE DOES NOT SEE THAT IT IS HIS DUTY TO REC-TIFY SPACING THE GAPS PRODUCED BY COM-BINATIONS OF TYPE HEDOES ALL HE CAN IN THE DESIGN AND FITTING BUT HE CANNOT MATER-IALLYALTER THE SHAPE OF AN IRREGULAR CHARACTER / / V

Six foremost letter Artists of today

HARVEY · H · DUNN

W.D. TEAGUE WDT

Bertsch & Cooper

LAWRENCE L; SCHALL
-Schall-

GEO.F. TRENHOLM

GFT

GUIDO AND LAWRENCE ROSA

R#A

STUDIO Needs

SSS



Artists and Advertisers

LETTERING

can express the following Ideas

- 1 Temininity
- 2 Antiquity
- 3 NOUELTY
- 4 Command!
- 5 STYLE
- © Craftsmanship
- © Conservatism
- ® PERMANENCE
- o Syncopation
- 10 RUGGEDNESS

LETTERING

and it's meaning

OLD ROMAN

UNCIAL

SINCERITY

Gothic

French Script

Roman lower-case

COMMERCIALGOTHIC

MODERN ROMAN

ART NOUVEAU

NOVELTY

W

ettering Various Occasions/ The designer is often at a loss for timely lettering suchas **Unnouncements** Greetings~ Movelties~ Titles The five pages following show fifty smart styles,

Vanity Fair Gilbert T Washburn Wouldn't you like For Those Who Know Your boy needs a Exclusive Millinery a Eternal Freshness Ready for Emergen The Aluminum Six F A Real Performer

Fifth Avenue New 6 The Watch with the We invite mail orders and Softest antelope leather Costumes Tailleur Gorham Sterling Silver Diamond Rings 7 Great Variety The Most Beautiful in Chree Packer Girls First Prize Panama Good taste, guides. Tour of our buyers Crane's Linen Lawn Who Is Letter-Perfect In Particularly accepta La Temme Du Mon Frank Waterhouser The daintiness of a At Thirty-Fifth Street

HOLEPROOF C Lithographs Stephens Motor C To your favorite Paris Its use and enjoyments Smart Economy Paris Importations 15 For Everywhere Where to Live t We'll Rally'Round T

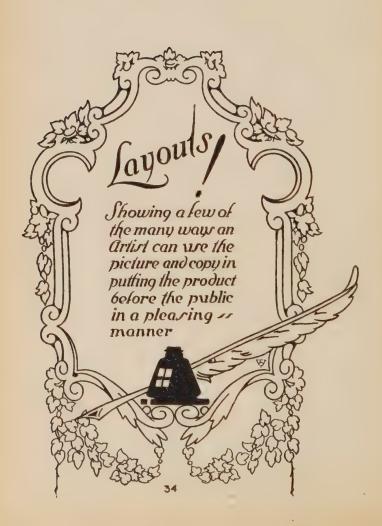
PIERCE-ARRO HIGHWAY CAR CIGARETTE SE GRENOVILLES WEDDING GIFTS-Illustr ATTRACTIVE A HAVE DECIDED VP CRESCENT ROUTE UNDERWOOD A



Arrangement

LETTERING







O

COMMANDING EFFECTS OBTAINED BY. THE. USE. OF. HAND LETTERING ADDS CHARACTER TO ANY ADVERTIS-ING LITERATURE

8

Jhy not Dealers have it LOOK omorrow)

V



Safeguards Health and Appearance Will you please make notation of our new address and phone number

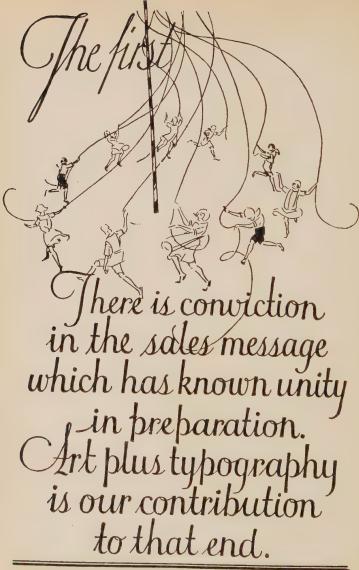
ALFREDA. AUSTIN

DETROIT MAIN 0505

Listening - to the melodies of the masters



Hear it in your home



Gateway Western Wonderlands CaltLake

Composition which will carry the eye/





OSGOOD STUDIOS

ILLUSTRATORS for ADVERTISERS
COMMERCIAL PHOTOGRAPHERS
PHOTO ~ ENGRAVERS
COLOR PLATE MAKERS
ELECTROTYPERS NICKELTYPERS
CATALOG & SERVICE

The Most Completely Equipped Organization of its kind in the Country
418-430 SOUTH MARKET STREET

CHICAGO

Diano Players Buy Direct From Factory and Save



Saving the Morning for Business/ SUPER-SERVICE. anama



summer

Xcursions

California Olorado New Mexico Arizona and the National Parks Fresh

BARTLETT
PEARS

CNOW

for a Tresh Start



BUY THEM BE-FORE THE SEASON IS GONE buy them by the dozen

"LETTER" STRENGTH

This Shows Judgment

The first of every month will bring a check to your beneficiary as long as he or she lives -through THE PRUDENTIAL Continuous Monthly Income Policy



All Genuine Stutz Cars
bear this Emblem
built exclusively by the
STUTZ MOTOR CAR CO.

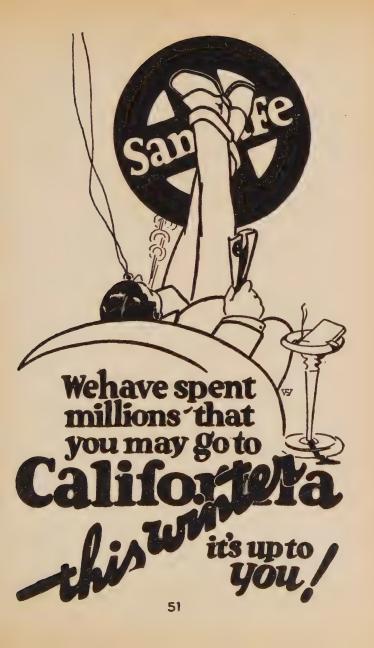


Special Displays during Automobile Shows at

Commodore Hotel. New York
New York show space B-4
Congress Hotel, Chicago
Chicago show space M-2

STUTZ MOTOR CAR Co.

Indianapolis, Indiana U.S.A.





the appointment of

CHAS.FISHER

Advertising Manager

Metropolitan

September 20, 1936

A SMART Hand-lettered Shoe Advertisment

W



OTHING so good as this, nothing so smart as this The Merrion CC

of or all round sports wear or Bilt primarily for the golfer, it thinks nothing of the tufest servis, yet it is eazful enuf to wel-bred enuf for any clubhouse veranda. Like all John Wards it bespeaks distinction

Mail orders shipt the day received. Send size and address on a postal A catalog, gladly ~

20th Century Limited

The accepted way of making the overnight journey between Chicago and New York *

TRADE - MARKED LUMBER PRODUCTS

Now Include the Four Most Useful Building Woods

Douglas Fir Cal. White Pine Cal. White Pine Southern Pine

DELIGHT in the New WONDERLAND

a playground ~unique ~fascinating ~beautiful

When you buy your railroad ticket, ask for the ~ STOPOVER

WONDERLAND

Stay at least 3 days-10 if you can - - > You'll enjoy every minute

必

West-MICHIGAN

The Playground of a Nation

Also the land-O-

walter sports

W

Effects that Command/

It's up to the letter designer to attract the eye of the public.

In so doing he must create new effects in order to command the attention.

These few pages for examples



Advertising_ Bread Oced Good Pacific in the Splasz life new Delicious

Free Beautiful Arre you letting your skin grow old? etore 23 New Models ine

Genuine Call for my secret How? that never fades hour!fuir! Announcing~ Drink more milk If! figures? "a sensible habit", Speaks! Zero!

The ruined for, real Keep fit can taste

For Lunch eckles, The QUITTER Where ever you g

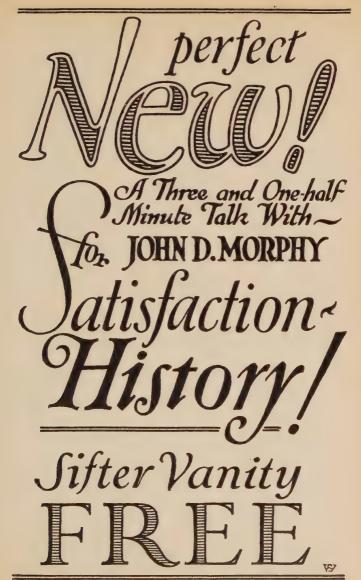
newSouthwest Fall Gain/
EVENT efficiency best or you! The New Vogue in Shirts

Classmates! Beneficial and "fresh / califor Will it be the HOME fyour dreams? mornin exactly! The Cha

Pineapple Pie Banish (THRILL YOU SO Punctures tere is It loads like trimness the "None Better
Obtainable at
Pen Any PriceCosts You Less" Ready Real Boys this-1 Harvey is the way send for this, catalog

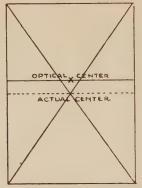
Whipped Gueryweek
Type Wine ecause

70

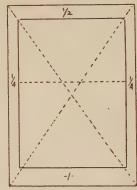


Inree uniture! Matched

Nifty LOOK For Flapper STYLE
Styles STYLE
Take GUARANTEED Unbeatable! Two Great Sensational Pretty flat Million YEAR! "Congratulations" Trocks for Tlappers-

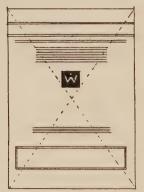


WHERE THE EYE STOPS



MOST PLEASING MARGIN

GENERAL LAW OF CENTER THE OPTICAL CENTER IS ABOVE CENTER, LAW IS THE REASON MARGIN-ISTO HAVE THE WIDEST AT THE BOTTOM THE TOP NEXT-THE SIDES ALIKE



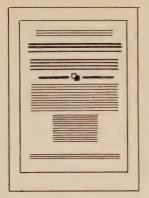
A PLACE FOR BLACK

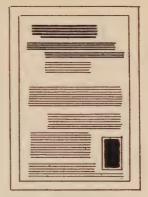


HEADING OF A PAGE

ON THE OPTICAL CENTER
15 A SPOT FOR SOLID BLACK
OR A LITTLE TOUCH OF COLOR

THE HEADING IS WHAT THEY WANT SEEN (FIRST) SO WE MAKE IT (BLACKER)

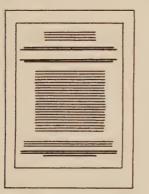




INGOOD BALANCE

POORLY BALANCED

A BADLY BALANCED PAGE OF LETTERING FAILS PRIMARILY IN IT'S OBJECT BECAUSE IT DISTRESSES THE NERVE THROUGH THE SIGHT. . .





VERY GOOD BALANCE PICTURE BALANCE

IT PUTS THE EYE OF THE HUMAN BEING OUT OF LINE WITH THE LAW OF GRAVITATION . . . THE APPLICATION OF THE LAW OF GRAVITATION TOTHE EYE IS CALLED BALANCE, /



Rugs "like new" after 14 years

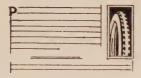


The HOOVER

Big Advertisers find pen technique an assent to the campaign. Drawings for Advertised products such as the Hoover Electric Cleaners. Take on New life because of Resourcefulness of Artists.



MASON CORDS



THIS ILLUSTRATION ATTRACTS BECAUSE OF THE ANGLE FROM WHICH THE DRAWING WAS MADE

Occasionally a series deliberately sets out to break these rules and do something new. The results are interesting, and they do attract the altention.

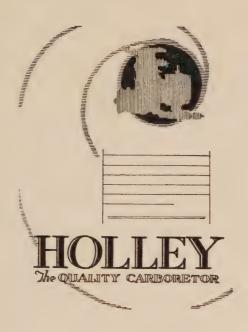
The best recent example of it is found, perhaps, in

The vest recent example of it is found, perhaps, in a series of illustrations for Mason Cord tires. The artist drawshis compositions from an elevation. One is reproduced that is worthy af study, it shows acar drawn up ald curb line, a man and a woman in golf togs, and a cady, lisperhaps the perspective—view from a second-story window of a club house. It is different and therefore compelling to a public accurate man therefore compelling to a public accurate man the content of the co

public accustomed to conventional compositions.

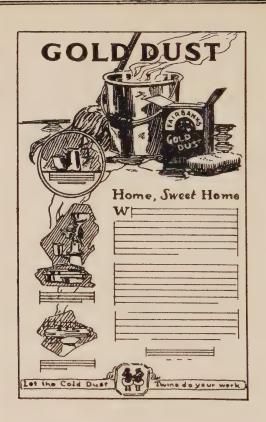


The purpose of this LAYour is to lead to the container end coupon



Two gray lines make the point to be emphasized the bull's-eye of the advertisement

W



V



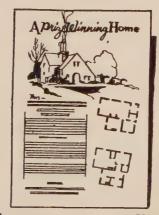




SHOW GOOD PICTURE AND COPY BALANCE

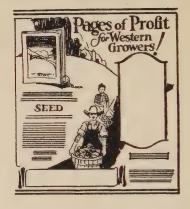




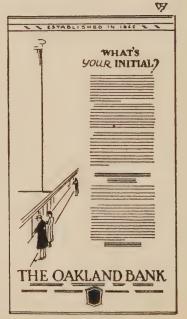


"These also have "QUALITY"



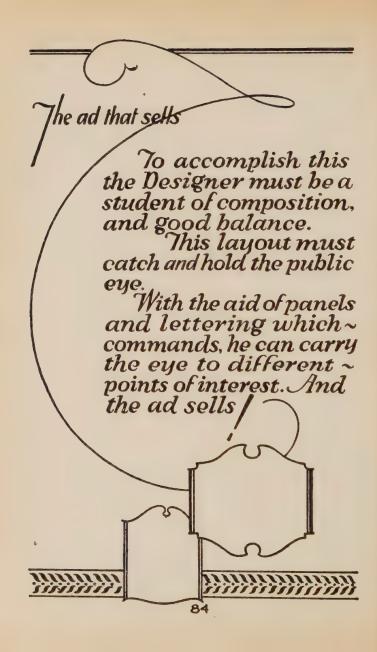








HOW WHEN WHY and WHERE to use a ~ PANFI



A LAYOUT DE LUXE



Panels have been of great value to obtain the Balance and composition

in the above layout.

The smoke lines carry the vision through the Caption and on into the Picture, The Stop-Lite draws it into the copy. SEM being tied into the large Panel carry the vision on down with the aid of small Panel to trade name. "Page Rules" also add to it

Whole Panels

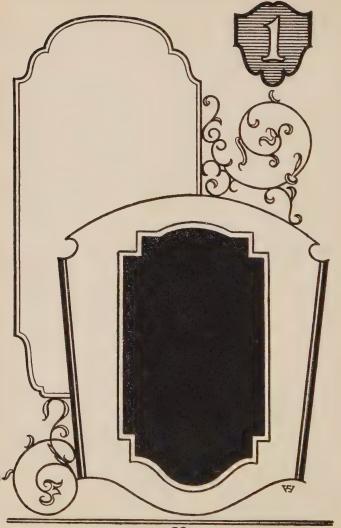


Panels are very helpful in getting good Balance to Layouts

PANELS

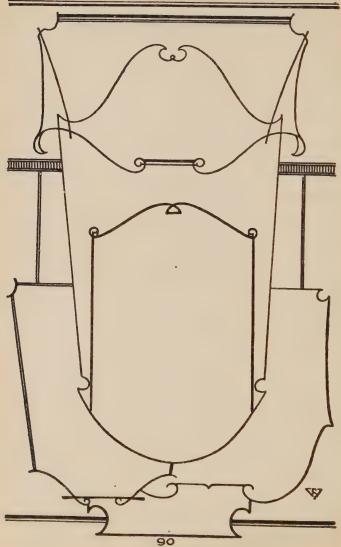


Panels 1 ca 1 ca

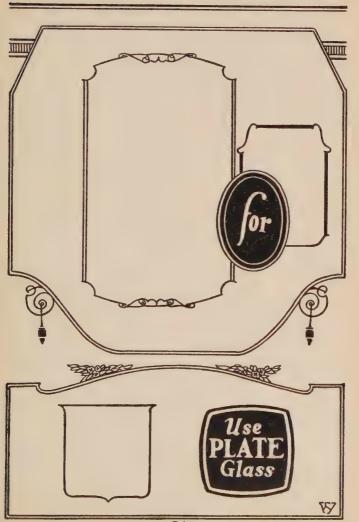


Panels

PANELS ~ ~



PANELS



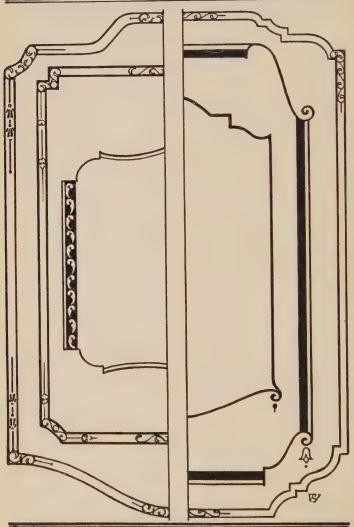
Panels

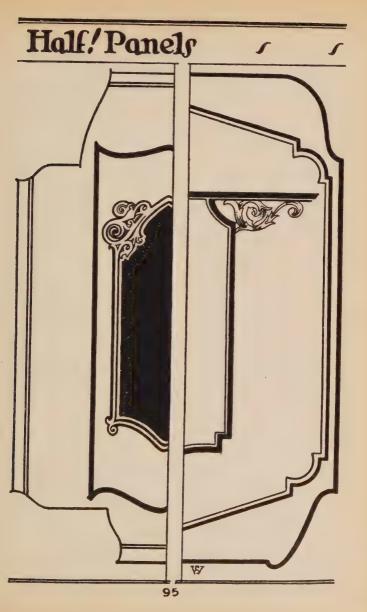
Panels

Half Panels

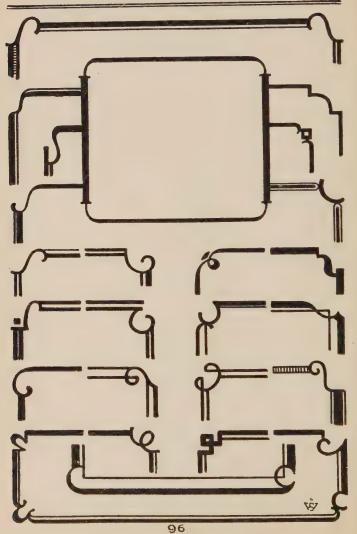
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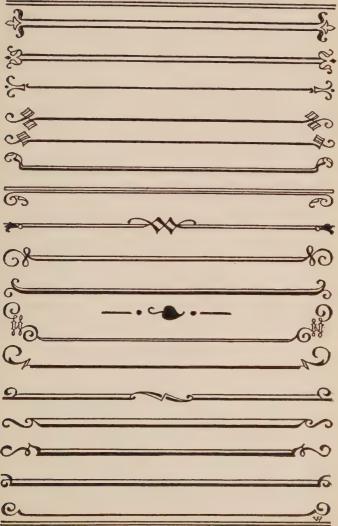




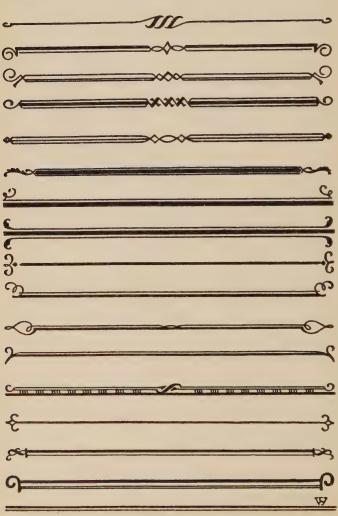
BOX CORNERS



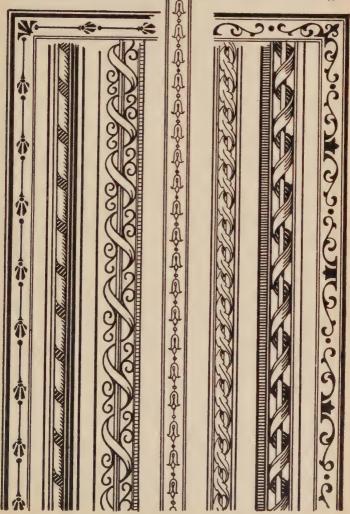
Page Rules



Page Ruler's



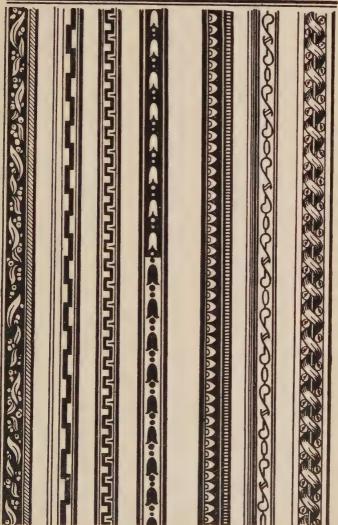
* Border Suggestions*



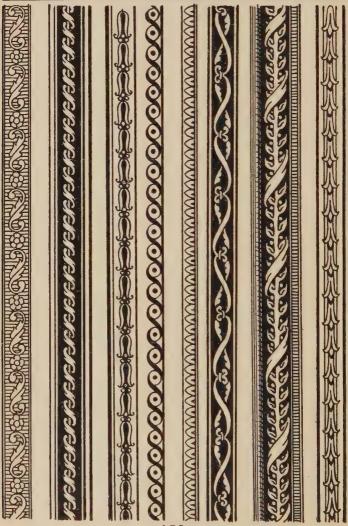
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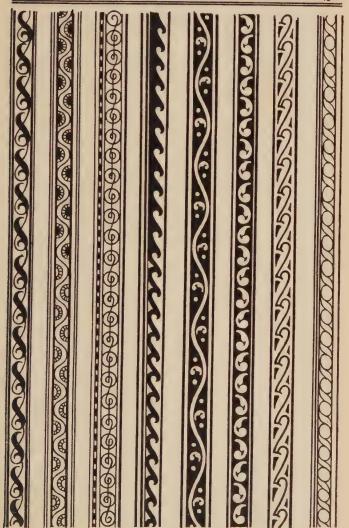


Border Suggestions



102

Border Suggestions



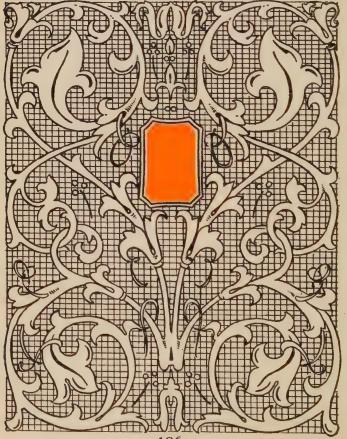
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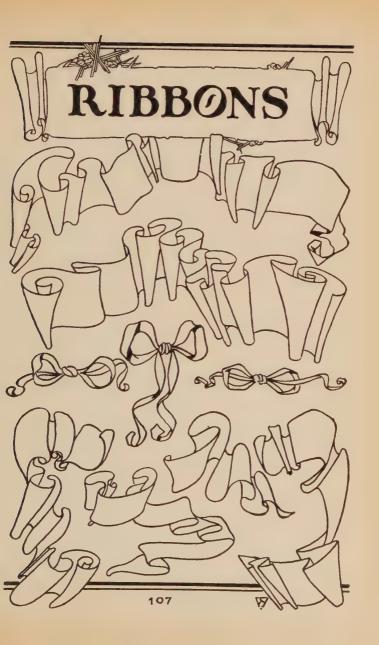
SUGGESTIONS

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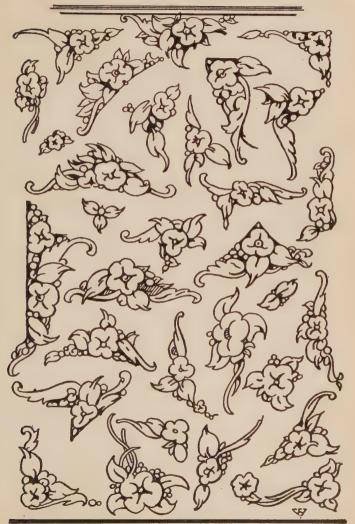


s & Ribbons 2 2

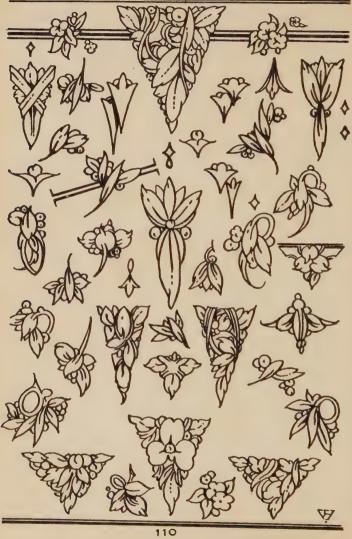


DINGBATS

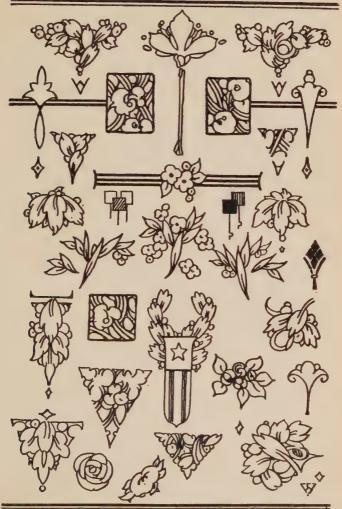


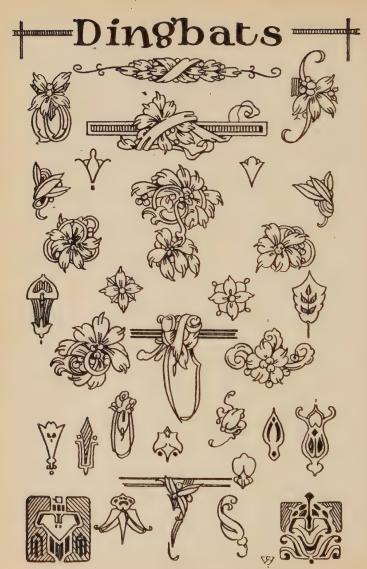


DINGBATS

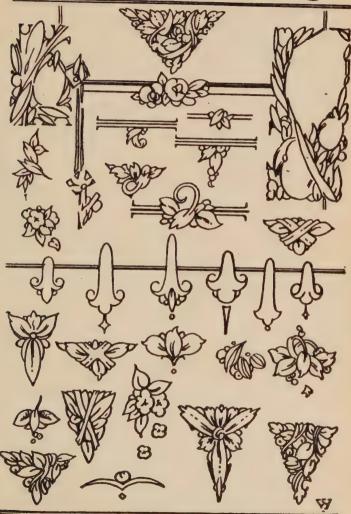


© DINGBATS € SECTION OF THE PROPERTY OF THE P





DINGBATS



M'ASKS



The Printers Rule

| He measures up and down |
|---|
| His width is one or more columns |
| His height is in Points, Picas, Ems |
| and Agate lines ····· |
| |
| There are 72 Points to the inch |
| " " " 12 " " " a pica |
| " " " 6 Picas " the inch |
| " " 6 Ems " " " |
| " " 6 Ems " " " " " " " " col. |
| " " " 14 Agate lines" " inch |
| one Agate equals 5½ points ···· |
| He finds the number of lines |
| of type to the inch, by dividing |
| 72 by the type size in points. |
| "Trample" (8 point time used) |
| "Example," (8 point type used) |
| (72) divided by (8) equals (9) lines |
| Type sizes run from 3½ points |
| to 72 points high |
| One column newspaper is |
| 12 picas or (2) inches wide, |
| Magazine columns are more |
| |
| "Example" Copy space 4 columns |
| wide-140 lines deep, equals |
| wide-140 lines deep,~ equals a space 8x10 inches. When type size is not mentioned ~ ~ ~ |
| size is not mentioned ~ ~ ~ |

Point Faces

1 POINT

2 POINTS

3 POINTS

4 POINTS

6 POINTS

8 POINTS

12 POINTS

14 POINTS

18 POINTS

24 POINTS

AND 30-36-42-48-60-72-POINT FACE TYPE

Most used Type Characters
THESE ARE 48 POINT TYPE FACE

Arteraft ~ Caslon Bol -Cheltenham -Cooper ~ ~ ~ Cooper B1 GoudyBold Goudy Italic Parsons ~ ~ CaslonItal.

Publication Sizes

| Publication | Page Size |
|--|-------------------------------------|
| American Magazine Good Housekeeping | 7 X 10 ³ / ₁₆ |
| The Literary Digest | 71/4 × 10 13/16 |
| Life ~ ~ ~ ~ ~ | 8 x 10 |
| Country Life Motor ~ ~ | 8¼ x 12 |
| House AND Garden Vanity Fair ~ ~ Vogue ~ ~ ~ | 8%e×11/4 |
| Motor Life ~ ~ | 85/6×115/6 |
| Saturday Evening Post Ladies Home Journal Country Gentleman Womans Home Companion | >> 41 11 11 |
| Newspaper ~ ~ | 17 × 21/2 |
| 24 Sheet Billboard Sketches drawn~inch | |



ROMAN LETTER



The letters themselves are a development from the Arabic and Greek, and later, the Roman. The letter we call Roman is the most beautiful in existence, and forms the basis for nearly all civilized alphabets. It reached a very high development in inscriptions on tombs and monuments in ancient and mediaeval Rome and Italy. It has been adapted and modified by nearly every type founder or letterer.

The Roman letter used in the English speaking nations has come down to us through the Italians and through the Germans it has grown into the modern German-Gothic, a letter which is very strong and heavy and solid, but lacking

in grace or elegance.

The different national temper aments are well expressed in ~ the type of lettering each uses. The graceful, light, and vivacious

script came from France.

Roman has been brought to its highest modern development by the Englishman Wm. Caslon, and the heavy blackface type is distinctly German. \(\text{\text{\text{\text{\text{G}}}}\)

The Roman Letter

The most difficult to compose into words artistically, spacing of the letter plays a great share in the results.

Even color in lettering is obtained by keeping as near the same area of white between each letter as possible. ~ ~ ~

Letters may be widened or condensed to help fill the awkward hole.

OLD ROMAN

The letters on this plate were drawn from a photograph of a portion of the inscription at the base of the "Trajan Column" of Rome, dated (114 A.D.)

ABCDE FGILM. NOPRS T.QV.X

122

"ROMAN"

This alphabet of Capitals founded on the letters of the inscription on the base of Trajan's Column. Rome, erected between 106 and 110 A.D. The characters not given in the inscription are supplied, together with the Æ.Œ. and &.

This alphabet, though following the Trajan letters closely, has many points of Variance. There is more difference in the proportion of the thick and thin strokes than in the original.

ABCDEF GHIJKL MNOPR STUVW XYÆŒG

ROMAN

These Capitals are based on the inscription on the monument of the Emperor Henry VII (Henry of Luxembourg) in Campo Santo, Pisa by Tino di Camaino, a pupil of Ciovanni Asano, dated 1315. Many of the letters of this inscription are superior in form to those of the Trajan inscription. The round letters are fuller and more smoothly rounded

ABCDEF GHIJIKL MMNOP RSTUV-XYZW

ROMAN

Ghese Capitals made for this special alphabet careful parallel studies of the types of Joannes Spira and Nicolas Jenson from the editions of Pliny, printed at Venice, Chat of Spira in 1469, Jenson's in 1476, And from Cicero's Epistles, printed by Jenson in 1470. The lellers as they appear are the best of the essays, and are, different in detail from any existing type.

ABCDEF GHIJKL MMNOP RSTUV &

GOIITIC

Me find this capital a valuable one in the designing of monograms and ciphers; for title, motto, or inscription.

The general proportion of the letter is that of many of the illuminated initials found in manuscripts of the fifteenth century. The base of this alphabet comes from the Champheury of Geofroy Tory, printed at Paris in 1529.

ABCDA F6noR IIIONO PRSOM avow XZZEt

126

Old English ABUDGH THE END MADRE RSTHI X祖王农用3 abcdetghijkl mnoparstu vmxuz1234

OLD ENGLISH

ABCOEFG GEMUNU HURSTH MXHZ abodet ghijklmuopqrstuv wryz1234567890 ABCAEFGH DRUMMERE RSTHUUZX

- modern English ABCHT EGhIA The Man INPAS PAGA

abedelghik mprstuvwy German Black Getter.

german black leffer freafes freelyabcoefghijkl mnopgrefu-VWXU3.

Modern~

OF SHAS

H-Blackletter A B C D E RECEIN A A MIN 的型组织 TUENT

Towercases

abedefghik lmnop grst uvwxyz abcdefghj klmopgrs tuumer

French Script



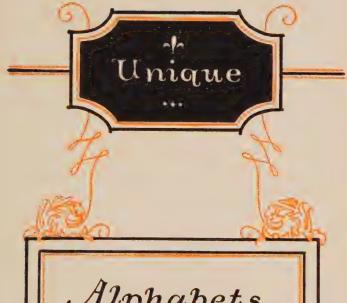
ABGD6 TIGHI TKLMN OPQRS TOYWI YZGOB abcde fighijkl mnorstupvavx ABCDE FGHII KLMN OPQR) STOVE? WXUZ abcdefghijkImn opgrstuvwxy3etc#

ABOD) 6 FGHs TKLI MNQR SUVW ab eknrstw

HBCDEF GHIJKL MNODO RSJUW VXYZ-C abcdef3hijk lmnopqrst uvwxyzz. slight script-

HBOD) 679H ITKL MODQ R8721 VWXY

140



Alphabets
based on the
principles of
Roman Letters



NEXT WEEKS TOTO Screen Comedian



Juckers, Art Jitle I,MN(ORSTIN NV-PM abedefghijk Imnoparsu tuvvuxyv

ABCDEF GHIJKLM NOPQRS TUVWYZ abcdefghi jklmnopr stuuwyz

ABCDEF GHIJJKLN MPORS-TUVWXY

abcdefghij klmopqrst suvvwyyz

ABCDE FGHIJK LMNOP RSTUV WXYZ& abcdefghi jklmnopqr stuvwxyz.»

ABCDEF GHIJKLM NOPRST UVY

abcdefghij klmnopq rstuvwy, REVISED/

ABCDE FGHUK LMNQUI PSTWU

abcdefgh ijklmnop grstuvw

This letter is very good when used small-

CABCOEFG HIJRLMNO PQRSTUV WXYZUV. abcdeffghiji klmnopgrst uvwxyzgrs

W

ABCDEF GHUKLM NOPQRS TUVWYZ

abcdefg hijklmno parstuvu

ABCDEFGHIJ KLMNOMPO RSTUVWYZ abcdefghijklmn opqrstuvwy& 123456789

ABCDEFGHIJK LMNQPRSTU WX & YZ

- PHOTOPLAY -ABCDEFGHK IJLMPNOPQR SQRSTUTVX WXYZ-SUB ~TITLES

abcdelghijklmn oporstuvwyzabcdelghkno rstvwwxy-aah ABCDEPG HIJJNLM NQPRSTU VWXYZ& WEJW

abedeefghhi jklmmnnop grrssttuuv wwxxyygz

ASpeedball Letter

ABCDEFG HIJKLMNP QRSTUVW XY-MNW&

abedelghij klmnopqr stuvwyzn abcdefg jklmnopo stuvwxy

a few quick alternates abcdefghijkl mnopgrstuv WXNZ abcdefghijkln opqrstuvwxy z& abcdefghijkl mnopqrstuv WXNZ

aaaaaaaaaaaaaa

abcdefghijkl mnmnopgrsttu UVWWXYZE abcdefghghij klmnopgrstuvu WWXYZ

Squat Lower Case abcdefghij klmnopqrstuvwxz~

ABCDEFGHIJK LMNOPQRSTUV WXYZ GOTHIC

ABCDEFGHIJK LMNOPQRSTU VWXY7.

ABCDEFGHIJK LMNOPQRSTU VWXYZ

ABCDEF GH.I KLMNOPQRST UVWXY

ABCDEFGH IJKLMNOPQ RSTUVWYZ

abcdefghijkln opqrstuvwxy

abcdefghijkln opqrstuvwxy

a continuous and runninghand curve

HAMILTON —

ABCDEFGHI JKLMNOPQR STUVWXYZ-CKMNRSWB

abcdefghijk lmnopqrst uvwxymro

ABCDEFG HIGHN OPQRST UVWXYZ

abcdefgr hijklmpo stuvwxy,

GOTHIC Commonly called Spurred Gothic*

ABCDEFI **GHJKLMN** O.PRSTUV WXYZ~~ abcdefgh ijkmnopg štuvwxy

ABCDF FGHIJKL MNOPQ RSTUVW -XVZ abcdefghi jklmnoprt **QSUVWUX**

At'd BOY~ ABCDE FGHJK LMNOP RSTUV ~WY~ abcdefghi jklmnopr stuvy~

ABCDE FGHIJK LMNQP RSTUYY

abcdefghijklm opçirstu vvvxyz

ABCDEF GHJKM NOPRST UVWXY

ABCDEFGHIJ KLMNOPRST UVXYZW&

HEAVY AND THIN - - - -

ABCDEFG HIJJKLMN OPQRSTU YWXYZ& 12345678 abcdefghij klmpqrstts 167

ABCDEF GHIJKLN MQPRS TUVWY

abcdefgk ijklmnfi pqrstuw,

Bold Halic

ABCDE FFGHI] HLMNQ PRSTU TUVUY

KY

lowercase

aabcde *lohijhl* mnopq rstuvr NXYWZ

170

Caps for the two lower-cases that follow-by altering the serif

ABCD EAGH! JKLM NPRS

abcde Eghijk Immo, prstu VW yZ

abcde fghijk lmnop qrstuv WXYZ

Upper-case followed by Lower-case~

ABCDE FGHI/K LMN()P QRSTU VWXY_w

abcdef ghijkk mnopq rstuv!, WXYZ

abcdetg hijkmno pqrstuv -WXYertukst

Strong

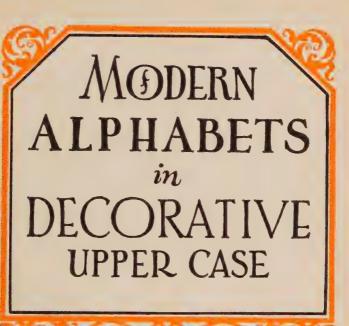
ABCDEF GHUKL MNOPR STUWY abcdefgh ijklmnop grstuvw

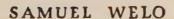
Money isone thing that talks

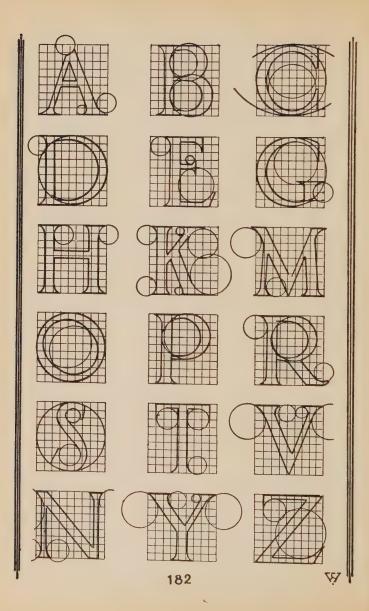
ABCDEF GHIJKL mnapr STUVYit's-cheap-

But the Question is Are you making any money? abcdefgh ijklmnopqrstuvdon't ask!

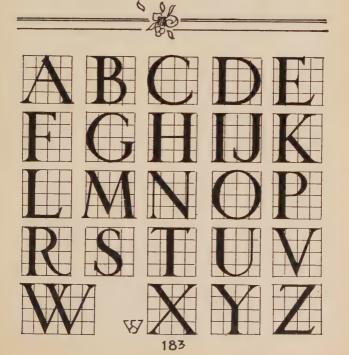
Squat BC BRG NOPR STUV abcdefgh ijklmonp-rqstuvuz.







ABCDE FGHJKL MNQPR STUWXY



Italian Ronaissance

ABCDEFG HJKLMNQ RSTWXYZ:

ABCDEF GHIJKLM NOPRSUY QTVXWZ

ABCDE
FGHJJL
KLNSOF
N2RFF
UVNYH

ABCDEF GHJKLM PQRSTV WXYZ&

ABCDEFORHIJJRM
GHIJJRM
LNOPQR
STUVWX
YZ"Plakai

DO YOU LIKE THIS STYLE

· MOTHER· ·WIPES·THE· TEARS·AWAY she knows ·HOW-TOO·

ABCDEFGHIJ KLMNOPQRS •TUVWXYZ*

3() TTT

ABCDE FGHICK LMN()P QRSTU VWMN XYZ

ABCDE FGHIKL MNQP RSTUV WXYZ MNRY

Oswald Cooper

190

+13(51) SHIJKI

B(I)E QSIU /XY/G

Style of finish shown here adds to variety

FROM FORUM ABCDE FGHIK LMNOP RSTIIV WXYZ8

MODIFIED *

ABCDE FGHIK LMNOP RSTUV WMWX YRNKZ

-Wittim

WHY YOU SHOULD PATRONIZE

GHI V J ١١

197

ROMAN CAPS
With a strong Classical feeling

111 = CX = 111

ABCDE ABCDE FGHIANOP QRSTUVXXX

THESE MAY HELP

ANKMN RSUWY

ABCD EFGHI JKLM NOPO RSTU WYZ

POJTER

EFGH

A BOLD POSTER

W

A HEAVY ONE

The God One The Coast Folly! abcdelghijkimpr słuwxy 199 H

10ccle16 IIIRIMINI TSTUD WIL

ABCOFF NOPRST ABCDEFG HIKLIMO PRSTUVW abcdefghikmoprst

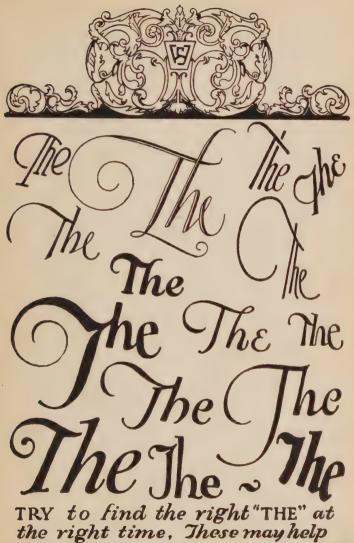
BCDEFG

RSTIT

ABCDEFG HIKLMNOP RITUWXY abodefghjkmztu

ABCDEFG HJKLMNOP R/TUWXY

ABCDEFGHIJ KLMNQPRS TUWXYZ~~~~ abcdefghiklmprstu



The y

re Th The The The he he he The The The



TradeMarks

Some of the best~ TradeMarks are those which use combinations of letters or abstract symbols with no attempt to strive for illustrative material. It is gratifying to note the remark able amount of clever study that goes into. the designing of the trade-marks today ~~ The fact is important

The fact is important that few designers ~ have let their striving for beauty run away with the "utility" thought



ROLLS-ROYCE

AFIGURETTE THAT TELLS THE ROLLS-ROYCE STORY AND CONSEQUENTLY HAS YIRTUALLY BECOME A TRADE MARK

The Rolls-Royce, when it first started business, settled upon a trade mark in the form of the two R's, intertwined.

Not long ago a beautiful silver figurette wasplaced on the radiator cap of the car; the poised figure of a woman, balanced on one foot body flung far forward and flying draperies indicative of easy, swift flight.

Asingle advertisement appeared in which this figure was featured in the pictorial display. It appealed at once. a new trade mark now before the public,



AN EXAMPLE OF THE REPETITION IDEA USED FOR STRESSING TRADE CHARACTER ONLY

Trade-Marks



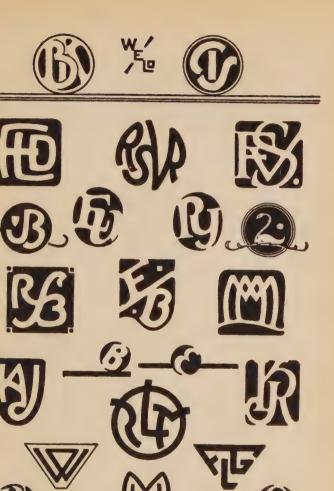
(1) LEETIRE & RUBBER CO. N.Y. (4) THE OHIO STEEL FOUNDRY CO. LIMA, O

A few of the most striking American trade-marks, illustrate nicely how far this country has advanced in trade-mark design.

MONOGRAMS

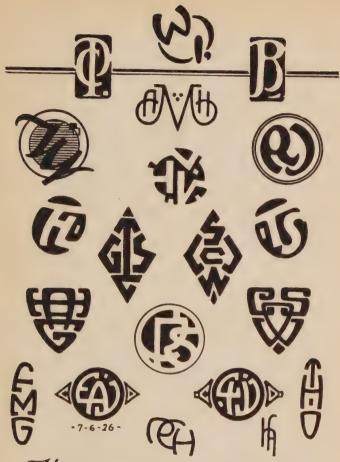






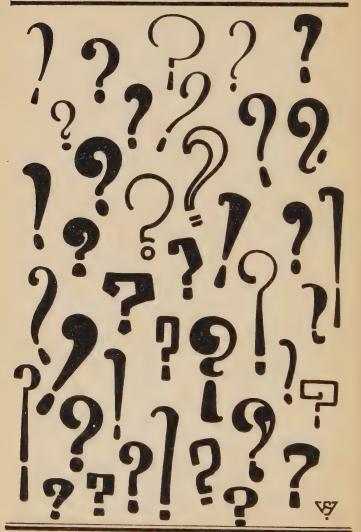






The time is often when the smallest kind of a hunch would do the trick ~ ~

Quertion Mark





ROMAN

- MCMXXY-

IX X XI XII

NUMERALS

